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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Matthew John Bending )  
Application No. 09/885,650 ) Group Art Unit: Unknown  
Filed: June 20, 2001 ) Examiner: Unknown  
For: System and Method for the Rental of )  
Advertising and Promotional Space in )  
Public Facilities ) Peoria, IL 61602-1241  
Attorney Docket No. 67097-004 ) July 10, 2001

Honorable Director of the United States  
Patent and Trademark Office  
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Prior to examination, it is respectfully requested that that the application be amended as follows:

PLEASE AMEND THE SPECIFICATION AS FOLLOWS:

Please add to Page 2 after the second full paragraph after Line 19:

BRIEF SUMMARY OF THE INVENTION:

According to a first aspect of the present invention, there is provided a method for the rental of advertising space in facilities. According to a second aspect of the

"Express mail" mailing label number EF360360980US

Date of Deposit 10 July 2001

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Honorable Director of the United States Patent and Trademark Office, Washington, D.C. 20231.

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present invention, there is provided a system for the rental of advertising space in facilities.

In a preferred embodiment, the method comprises the steps of providing an information system which comprises a database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes, allowing access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space, and providing a booking capability on the system such that the advertising space at the at least one facility may be booked by the user.

In another preferred embodiment, the system comprises a memory device storing a program and a processor in communication with said memory. The processor is operative with said program to provide a database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes, allow access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space, and provide a booking capability on the system such that the advertising space at the at least one facility may be booked by the user.

Please delete the fourth full paragraph of Page 3, Lines 17-28.

Please add to Page 3 as the fourth full paragraph in Lines 17-28:

As shown at step 1 of Fig. 1, customers initially may use the site to browse for suitable malls or other facilities. The system has a database which contains information on a variety of different aspects to the mall, such as geographical location (where in the country or region the mall is located), exclusions (whether there are any products which the mall owner will not allow to be promoted in the facility), and pricing structure (how the cost of renting the available space is calculated). Further aspects may also be included relating to the mall customers, such as footfall statistics (the number of customers using the mall at given times) and customer demographics (statistics on mall customers such as age, employment, number in family, etc.). In

addition aspects relating to the mall may be viewed, such as technical data relating to the mall, promotional site dimensions in the mall, who the key retail occupants of the mall are, and site availability.

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Remarks

A "Brief Summary of the Invention" is now added. Claim 1, as originally filed, recites the following:

1. A method for the rental of advertising space in facilities, comprising:  
providing an information system which comprises a database, the database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes; allowing access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space; and  
providing a booking capability on the system such that the advertising space at the at least one facility may be booked by the user.

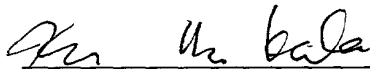
Claim 10, as originally filed, recites the following:

10. A system for the rental of advertising space in facilities, comprising:  
a memory device storing a program;  
a processor in communication with said memory; said processor operative with said program to:  
provide a database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes;  
allow access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space; and  
provide a booking capability on the system such that the advertising space at the at least one facility may be booked by a user.

Therefore, this Brief Summary of the Invention is a replication of material found in the original patent specification with no new matter being added.

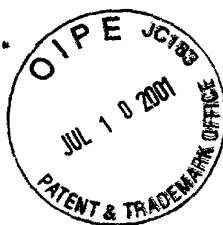
If there are any questions or comments regarding this preliminary amendment,  
please do not hesitate to contact the undersigned below.

Respectfully submitted,



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### Version With Markings to Show Changes Made

Following is a marked-up version of the fourth full paragraph of Page 3, Lines 17-28 with all changes shown by conventional comparison (underling and bracketing):

As shown at step 1 of Fig. 1, customers initially may use the site to browse for suitable malls or other facilities. The system has a database which contains information on a variety of different aspects to the mall, such as geographical location (where in the country or region the mall is located), exclusions (whether there are any products which the mall owner will not allow to be promoted in the facility), and pricing structure (how the cost of renting the available space is [calculated]) calculated). Further aspects may also be included relating to the mall customers, such as footfall statistics (the number of customers using the mall at given times) and customer demographics (statistics on mall customers such as age, employment, number in family, etc.). In addition aspects relating to the mall may be viewed, such as technical data relating to the mall, promotional site dimensions in the mall, who the key retail occupants of the mall are, and site availability.

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